THE 2ND POUR PODCAST

Conversations worth savoring over a great glass of wine.







A lifestyle video podcast celebrating second chapters in life

Shared over a glass of wine storytelling, culture, and community

Target audience: Adults 30+, educated, culturally engaged, curious about wine





PODCASTING IS BOOMING: 130M+ U.S. LISTENERS IN 2025 WINE CULTURE GROWING AMONG MILLENNIALS & GEN X



GAP IN APPROACHABLE LIFESTYLE + WINE CROSSOVER CONTENT



Tyrone Arthurton & Alexandra Bauernfeind

Co-Founders of The 2nd Pour LLC (Virginia, 2025)

Passion for storytelling, wine, culture, and community





Weekly/Bi-weekly video podcast (30–45 min)



Premium audio & video production



Themes: Reinvention, Arts, Culture, Wine, Lifestyle



Guest Mix: Entrepreneurs, winemakers, creatives, leaders

THE FORMAT



- AGE: 30+
- EDUCATED, CULTURALLY ENGAGED, DISPOSABLE INCOME
- LOCATION: U.S. (VIRGINIA FOCUS, GROWING NATIONALLY)
- ENGAGEMENT CHANNELS: YOUTUBE, SPOTIFY, INSTAGRAM, TIKTOK

TRACTION



Formed The 2nd Pour LLC in Virginia (2025)



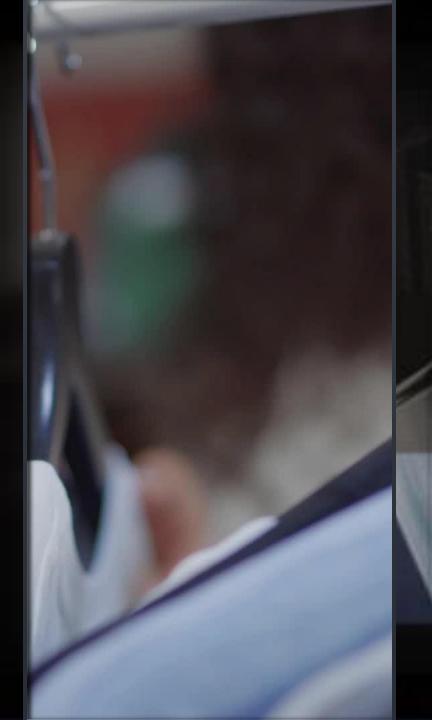
Branding & visual identity developed



Episode roadmap & launch plan ready



Early social media presence & winery discussions underway



SPONSORSHIP OPPORTUNITIES

- PER EPISODE (\$500): HOST-READ AD, PRODUCT FEATURE,
 SOCIALS
- FEATURE EPISODE (\$1,250): ENTIRE EPISODE FOCUSED ON BRAND
- SEASON SPONSORSHIP (\$5,000+): 'PRESENTED BY' INTEGRATION, GIVEAWAYS

WHY PARTNER WITH US?



PREMIUM, LIFESTYLE-FORWARD BRAND ALIGNMENT



TARGETED, LOYAL, AFFLUENT AUDIENCE



EVERGREEN CONTENT
— EPISODES LIVE
FOREVER



EARLY PARTNERS GAIN FLEXIBILITY & DEEPER COLLABORATION



Expand into vineyard recordings & live events



Develop wine pairing guides & branded content



Regional winery & lifestyle partnerships



Scale into full lifestyle media brand

VISION FOR GROWTH

CALL TO ACTION







"Let's raise a glass together."

Partner with The 2nd Pour to connect your brand with stories, culture, and community — one sip at a time.

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